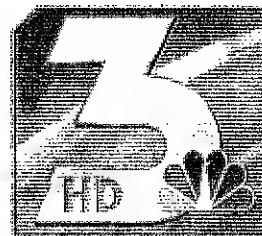


ORDER



KSNV

Orders	Order / Rev:	106114	Primary AE:	Amy McCreary
	Alt Order #:	06848583	Sales Office:	BLPHI
	Product Desc:	JOE HECK 4 CONGRESS	Sales Region:	National
	Estimate:	2643		
	Flight Dates:	09/03/12 - 09/16/12		
	Original Date / Rev:	08/30/12 / 10/09/12		
	Order Type:	GENERAL		
Agency	Name:	Strategic Media Placement, Inc.		
	Buying Contact:		Billing Type:	Cash
	Billing Contact:		Billing Calendar:	Broadcast
		7669 Stagers Loop	Billing Cycle:	EOM/EOC
		Delaware, OH 43015	Agency Commission:	15%
Advertiser	Name:	Heck, Joe for Congress <i>Revised</i>		
	Demographic:	A35+	New Business Thru:	
	Product Codes:	PLC02	Order Separation:	00:05:00
	Priority:	SELECT PRIORITY CODE	Advertiser External ID:	
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN	Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount	Totals	Month	# Spots	Gross Amount	Net Amount	Rating
08/27/12	09/16/12	46	\$27,600.00	\$23,460.00		September 2012	46	\$27,600.00	\$23,460.00	0.00
					Totals		46	\$27,600.00	\$23,460.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	30%	\$27,600.00
Market	100%	\$92,000.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	33%	\$30,360.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	31%	\$28,520.00
KTUD	1%	\$920.00
KVUU	2%	\$1,840.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	3%	\$2,760.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/03/12	09/04/12	M-F 6-7a WakeUp w/WagM	6-7a		MT-----	:30	2	\$700.001	0.00	NM	2	\$1,400.00	
NEWS															
		Start Date	End Date	Weekdays		Spots/Week	Rate								
		Week: 09/03/12	09/09/12	MT-----		2	\$700.00								

Order / Rev: 106114
Alt Order #: 06848583
Flight Dates: 09/03/12 - 09/16/12

Advertiser: Heck, Joe for Congress
Product Desc: JOE HECK 4 CONGRESS
Estimate: 2643

KSNV

Order / Rev: 106114
 Alt Order #: 06848583
 Flight Dates: 09/03/12 - 09/16/12

Advertiser: Heck, Joe for Congress
 Product Desc: JOE HECK 4 CONGRESS
 Estimate: 2643

KSNV

Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
FACE TO FACE																	
Start Date End Date Weekdays Spots/Week Rate Rating																	
Week: 09/03/12 09/09/12 -----F-- 2 \$400.00 0.00																	
E 13	KSNV	09/10/12	09/14/12	FacetoFace/Ralston Rep CM		730-758pm		M-WTF--	:30	4	\$400.002	0.00	NM			4	\$1,600.00
Face to Face w/ J.Ralston																	
FACE TO FACE																	
Start Date End Date Weekdays Spots/Week Rate Rating																	
Week: 09/10/12 09/16/12 M-WTF-- 4 \$400.00 0.00																	
E 14	KSNV	09/07/12	09/07/12	M-F News 3 at Eleven	CM	11pm-1135pm		----F--	:30	1	\$750.002	0.00	NM			1	\$750.00
NEWS																	
Start Date End Date Weekdays Spots/Week Rate Rating																	
Week: 09/03/12 09/09/12 -----F-- 1 \$750.00 0.00																	
E 15	KSNV	09/10/12	09/14/12	M-F News 3 at Eleven	CM	11pm-1135pm		M-WTF--	:30	4	\$750.002	0.00	NM			4	\$3,000.00
M-F News 3 at Eleven																	
NEWS																	
Start Date End Date Weekdays Spots/Week Rate Rating																	
Week: 09/10/12 09/16/12 M-WTF-- 4 \$750.00 0.00																	
E 16	KSNV	09/08/12	09/15/12	Saturday Today	CM	7a-9am		-----S-	:30	1	\$225.003	0.00	NM			2	\$450.00
SAT TODAY																	
Start Date End Date Weekdays Spots/Week Rate Rating																	
Week: 09/03/12 09/09/12 -----S- 1 \$225.00 0.00																	
Week: 09/10/12 09/16/12 -----S- 1 \$225.00 0.00																	
E 17	KSNV	09/09/12	09/16/12	Sunday Today	CM	7a-8am		-----S	:30	1	\$200.003	0.00	NM			1	\$200.00
SUN TODAY																	
Start Date End Date Weekdays Spots/Week Rate Rating																	
Week: 09/03/12 09/09/12 -----S 1 \$200.00 0.00																	
Week: 09/10/12 09/16/12 -----S 1 \$200.00 0.00																	
Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type																	
2 KSNV 09/10/12-09/16/12 Sunday Today 7a-8am -----S-Su :30 (\$200.00) 0.00 NM																	
Credited [credit - mg on est 2797]																	
E 18	KSNV	09/08/12	09/15/12	Sa-Su Early News	CM	5pm-630pm		-----S-	:30	1	\$225.003	0.00	NM			2	\$450.00
Sa-Su Early News																	
NEWS																	
Start Date End Date Weekdays Spots/Week Rate Rating																	
Week: 09/03/12 09/09/12 -----S- 1 \$225.00 0.00																	
Week: 09/10/12 09/16/12 -----S- 1 \$225.00 0.00																	
E 19	KSNV	09/08/12	09/16/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm		----SS	:30	2	\$750.002	0.00	NM			4	\$3,000.00
Sa-Su News 3 at Eleven																	
NEWS																	
Start Date End Date Weekdays Spots/Week Rate Rating																	
Week: 09/03/12 09/09/12 -----SS 2 \$750.00 0.00																	
Week: 09/10/12 09/16/12 -----SS 2 \$750.00 0.00																	
N 20	KSNV	09/05/12	09/05/12	News 3 Live in Prime	CM	7-10pm		--W----	:30	1	\$1,000.001	0.00	NM			1	\$1,000.00
News 3 in Prime																	
NEWS																	
Start Date End Date Weekdays Spots/Week Rate Rating																	
Week: 09/03/12 09/09/12 --W--- 1 \$1,000.00 0.00																	
N 21	KSNV	09/05/12	09/05/12	RALSTON in PRIME	CM	8-11pm		--W----	:30	1	\$800.002	0.00	NM			1	\$800.00
Face to Face in PRIME																	
FACE TO FACE																	
Start Date End Date Weekdays Spots/Week Rate Rating																	
Week: 09/03/12 09/09/12 --W--- 1 \$800.00 0.00																	

Totals 46 \$27,600.00